

MACRO FACILITIES FOR DIRECTION OF  
STREAMING DIGITAL CONTENT

ABSTRACT

Macro control of streaming digital content through servers where digital content is transcoded into streams of multimedia data in dependence upon remote director instructions including hyperlinked URLs. Embodiments include recording digital content, storing in computer memory macros comprising a URL and the first time when the URL was invoked to control digital content, the macros being stored in the order in which the URLs are first invoked; reading from computer memory the macros in the order in which the macros were stored; invoking each URL of each macro as a hyperlink at a second time, the second time being dependent upon the first time; retrieving, transcoding, selecting for inclusion in output streams, and communicating to client devices, in dependence upon remote director instructions, the digital content.